

**M.B.A. (GEN.) (2012 COURSE) / M.B.A. (HR) (2012 COURSE) /
M.B.A. (IT) (2012 COURSE) SEMESTER - I / M.B.A. (FM)
SEMESTER - I (2013 COURSE)(CHOICE BASED CREDIT
SYSTEM) : SUMMER - 2018
SUBJECT: COMMUNICATION SKILLS**

Day : **Thursday**
Date : **03/05/2018**

Time : **10.00 AM TO 01.00 PM**
Max Marks : **100**

S-2018-1863

N.B.:

- 1) Attempt **ANY FOUR** questions from Section-I and attempt **ANY TWO** questions from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in the **SEPARATE** answer book.

SECTION-I

- Q.1** Enlist the types of communication and state its process. Identify the barriers in the course of communication. **(15)**
- Q.2** What do you mean by “Mass Communication”? Explain the role of media in communication. **(15)**
- Q.3** What are the components (types) of formal communication in business? Illustrate your answer. **(15)**
- Q.4** “Public Relations” and “Customer Relations” are the buzz- words of business today. Explain their importance in promoting and sustaining businesses. **(15)**
- Q.5** Write short notes on **ANY THREE** of the following: **(15)**
- a) Telecommunication
 - b) Types of Reports
 - c) Group Discussion skills
 - d) Social Media

SECTION-II

- Q.6** Apply your negotiation skills in the recent deal that your company wishes to make with the Municipal Corporation to launch a project to promote the ‘Swachh Bharat Abhiyaan’ of the government. Make suitable assumptions. **(20)**
- Q.7** Enlist and explain the practical importance of body language in communication. **(20)**
- Q.8** Prepare a report on the prospects of exploring the rural market to promote the concept of e-payment, through your company’s e-learning portal. Make assumptions wherever applicable. **(20)**

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